

**THE EFFECT OF INTERACTIVE, INFORMATIVE, AND
ENTERTAINING SOCIAL MEDIA ADVERTISEMENT TO BUILD
BRAND STRENGTH AND ITS IMPACT ON CONSUMERS' PURCHASE
DECISIONS
(EMPIRICAL STUDY ON SCARLETT WHITENING)**

THESIS

**Submitted in Partial Fulfilments of the Requirements for Bachelor Degree
from Tanjungpura University Pontianak**



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PONTIANAK**

2023

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UNDERGRADUATE THESIS

BY:

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***Thesis Proposed to Fulfill One of Requirements
to Obtain a Bachelor's Degree***

**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
TANJUNGPURA UNIVERSITY
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Its Impact on Consumers' Purchase Decisions (Empirical
Study on Scarlett Whitening).

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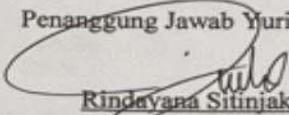
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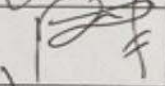
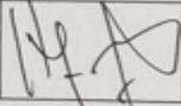
**The Effect of Interactive, Informative, and Entertaining Social Media
Advertisement to Build Brand Strength and Its Impact on Consumers'
Purchase Decisions (Empirical Study on Scarlett Whitening)**

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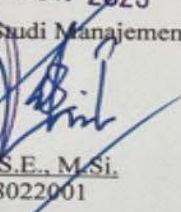

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**The Effect of Interactive, Informative, And Entertaining Social Media
Advertisement to Build Brand Strength and Its Impact on Consumers'
Purchase Decisions (Empirical Study on Scarlett Whitening).**

By: Rindayana Sitinjak

ABSTRACT

Social media platforms are now being used for marketing and advertising, providing a means for businesses to interact with customers directly and cost-effectively. Social media advertising is a branch of digital marketing that paid advertising campaigns on specific social media platforms to reach target users. Scarlett Whitening is a new brand that leveraged social media to successfully deliver advertisements to its target audience. This strategy has resulted in the brand achieving a 57% market share and the success of Scarlett Whitening in marketing its products can be attributed to its effective branding strategy, which created positive brand awareness and a strong brand image in consumers' memories and lead to consumer purchase decision action. The research objective in this study is to analyze the effect of Interactive, Informative, and Entertaining social media advertisement to build Brand Strength and its impact on consumers' purchase decision. Closed questionnaire was given to 300 respondents who are using social media and use Scarlett Whitening skin and body care product in Indonesia. This study conducted validity and reliability tests. The results of the tests showed satisfactory values for the convergent validity, discriminant validity, and average variance extracted (AVE). The inner model assessment showed a high result, and the total R-squared for brand strength and purchase decision was 74.4% and 62.7%, respectively. The result of this study showed that H₁, H₃, H₄, H₅, H₆, and H₇ are accepted, means that there is positive relationship between variables. While H₂ is rejected, means there is no significant relationship between variable.

Keywords: Interactive SMA, Informative SMA, Entertaining SMA, Brand Strength, Purchase Decision

**Pengaruh Iklan Media Sosial yang Interaktif, Informatif, dan Menghibur
untuk Membangun Kekuatan Merek dan Dampaknya Terhadap Keputusan
Pembelian Konsumen (Studi Empiris Scarlett Whitening).**

Oleh: Rindayana Sitinjak

ABSTRAK

Platform media sosial saat ini digunakan untuk tujuan pemasaran dan periklanan, menyediakan sarana bagi bisnis untuk berinteraksi dengan pelanggan secara langsung dan hemat biaya. Iklan media sosial adalah cabang pemasaran digital yang membayar kampanye iklan pada platform media sosial tertentu untuk menjangkau target pengguna. Scarlett Whitening adalah merek baru yang memanfaatkan media sosial untuk berhasil menyampaikan iklan kepada target audiens nya. Strategi ini telah menghasilkan 57% pangsa pasar dan keberhasilan Scarlett Whitening dalam memasarkan produknya dapat dikaitkan dengan strategi branding yang efektif, yang menciptakan kesadaran merek yang positif dan citra merek yang kuat dalam ingatan konsumen dan mengarah ke tindakan keputusan pembelian. Tujuan penelitian dalam penelitian ini adalah untuk menganalisis pengaruh iklan media sosial yang Interaktif, Informatif, dan Menghibur untuk membangun Kekuatan Merek dan dampaknya terhadap keputusan pembelian konsumen. Kuesioner tertutup diberikan kepada 300 responden yang menggunakan media sosial dan menggunakan produk perawatan kulit dan tubuh Scarlett Whitening di Indonesia. Penelitian ini dilakukan uji validitas dan reliabilitas. Hasil pengujian menunjukkan nilai yang memuaskan untuk validitas konvergen, validitas diskriminan, dan rata-rata varians yang diekstraksi (AVE). Penilaian model dalam juga menunjukkan hasil yang tinggi, dan total R-kuadrat untuk kekuatan merek dan keputusan pembelian masing-masing adalah 74,4% dan 62,7%. Hasil penelitian menunjukkan bahwa H1, H3, H4, H5, H6, dan H7 diterima, artinya terdapat hubungan positif antar variabel. Sedangkan H2 ditolak, artinya tidak ada hubungan yang signifikan antar variabel.

Kata Kunci: Interaktif, Informatif, Menghibur, Kekuatan Merek, Keputusan Pembelian

LEMBAR RINGKASAN SKRIPSI

SUMMARY

The Effect of Interactive, Informative, And Entertaining Social Media Advertisement to Build Brand Strength and Its Impact on Consumers' Purchase Decisions (Empirical Study on Scarlett Whitening).

1. Introduction

The significant role of social media as a communication medium is not only for entertainment purposes but also as a means of obtaining information and a place to work. The use of social media has evolved over time, and it has become a platform for carrying out marketing and advertising activities, enabling businesses to interact directly with their customers at a lower cost. social media advertising is a branch of digital marketing that uses paid advertising campaigns on specific social media platforms to reach target users. Scarlett Whitening is a new brand that leveraged social media to successfully deliver advertisements to its target audience. This strategy has resulted in the brand achieving a 57% market share and the success of Scarlett Whitening in marketing its products can be attributed to its effective branding strategy, which created positive brand awareness and a strong brand image in consumers' memories and influence consumer purchase decision action. However, the newcomer and existing brands realized this phenomenon and start to use the same way to compete and win the market. Therefore, this study is entitled “The effect of Interactive, Informative, and Entertaining Social Media Advertisement to Build Brand Strength and Its Impact on Consumers' Purchase Decisions.

2. Research Problem

1. Does interactive SMA have a positive impact on building brand strength?
2. Does interactive SMA have a positive impact on purchase decisions?
3. Does informative SMA have a positive impact on building brand strength?
4. Does informative SMA have a positive impact on purchase decisions?
5. Does entertaining SMA have a positive impact on building brand strength?
6. Does entertaining SMA have a positive impact on purchase decisions?
7. Does brand strength affect purchase decisions?

3. Research Purpose

1. To determine and analysed the impact of interactive SMA toward brand strength.
2. To determine and analysed the impact of informative SMA toward brand strength.
3. To determine and analysed the impact of entertaining SMA toward brand strength.
4. To determine and analysed the impact of interactive SMA toward purchase decisions.
5. To determine and analysed the impact of informative SMA toward purchase decisions.
6. To determine and analysed the impact of entertaining SMA toward purchase decisions.
7. To determine and analysed the effect of brand strength towards purchase decisions.

4. Research Methodology

This research is classified as associative research. The research results can show several theories that can explain and estimate a hypothesis. In addition, this study surveyed data collection and calculation of data to be presented and measured using SmartPLS 4.0.8.8 Version as a statistical tool.

Based on the research background, research problem, and conceptual framework described earlier, the research hypothesis is H1: Interactive SMA has a

positive impact on Brand Strength, H2: Interactive SMA has a positive impact on Purchase Decision, H3: Informative SMA has a positive impact on Brand Strength, H4: Informative SMA has a positive impact on Purchase Decision, H5: Entertaining SMA has a positive impact on Brand Strength, H6: Entertaining SMA has a positive impact on Purchase Decision, and H7: Brand Strength affects Purchase Decision.

5. Result and Discussion

The result of this study showed that H1, H3, H4, H5, H6, and H7 are accepted, means that there is positive relationship between variables and describe the observed relationship between interactive SMA and brand strength, informative SMA and brand strength, informative SMA and purchase decision, entertaining SMA to brand strength, entertaining SMA to purchase decision and brand strength to purchase decision as well which have a significant effect. While H2 is rejected, which describes there is no significant relationship between interactive SMA and purchase decision.

6. Conclusion and Recommendation

Based on the research objective in which to analysed the effect of interactive, informative, and entertaining social media advertisements to build brand strength and its impact on consumer purchase decisions on Scarlett Whitening skin and body care in Indonesia. The hypotheses were tested and concluded as stated below:

1. Results of the analysis shows a significant relationship effect between interactive SMA and brand strength of Scarlett Whitening skin and body care in Indonesia, thereby H1 is proved. The higher Scarlett Whitening skin and body care of interactive SMA leads to higher brand strength.
2. Results of the analysis show a negative and insignificant relationship effect between interactive SMA and purchase decisions perceived by consumers of Scarlett Whitening skin and body care in Indonesia, thereby H2 is unproven. If consumers feel less interactive SMA of Scarlett Whitening skin and body care it would not affect the increase of purchase decisions.

3. Results of the analysis shows a significant relationship effect between informative SMA and brand strength of Scarlett Whitening skin and body care in Indonesia, thereby H3 is proved. The higher Scarlett Whitening skin and body care of informative SMA leads to higher brand strength.
4. Results of the analysis shows a significant relationship effect between informative SMA and purchase decision of Scarlett Whitening skin and body care in Indonesia, thereby H4 is proved. The higher Scarlett Whitening skin and body care of informative SMA leads to a higher purchase decision.
5. Results of the analysis show a significant relationship effect between entertaining SMA and brand strength of Scarlett Whitening skin and body care in Indonesia, thereby H5 is proved. The higher Scarlett Whitening skin and body care of entertaining SMA leads to higher brand strength.
6. Results of the analysis show a significant relationship effect between entertaining SMA and purchase decision of Scarlett Whitening skin and body care in Indonesia, thereby H₆ is proved. The higher Scarlett Whitening skin and body care of entertaining SMA leads to higher purchase decision.
7. Results of the analysis show a significant relationship effect between brand strength and purchase decision of Scarlett Whitening skin and body care in Indonesia, thereby H₇ is proved. The higher brand strength of Scarlett Whitening skin and body care leads to higher purchase decision.

According to the research data analysis, discussion, and conclusion, the recommendations are as follows:

1. Consumer will tend to choose a product or brand with high-value offers by the brand that refers not only to the product itself but also to how a brand approach the consumer by providing information, service, satisfaction and finally meeting the consumer's need. Since interactive SMA has the lowest t statistic towards purchase decision, Scarlett Whitening needs to improve the interactivity on social media to reach more engagement and positive feedback not only for branding purposes but also selling purposes by giving more interactivity tools or content on the social media advertisement (e.g., utilizing comment column or polling opinion to catch the audiences to be involved with the advertising content itself so that the consumer

feel engage, persuaded indirect way, and then finally decide to be part of the consumer).

2. The high correlation between brand strength and purchase decision obviously proved the success of Scarlett Whitening in the skin and body care market. Having sustained marketing plans (e.g skincare hacks or tips and tricks information content, tutorials, and beauty education) and product development is highly recommended since year to year there are many newcomer brands offering similar and even more creative ways to promote the brand.

3. The limitation of the study addressed a number of samples that are smaller compared to social media active users in Indonesia, geographical and literacy. Some theoretical support has provided a limited line to explore this study.

4. In future research, it is possible to add more variables regarding social media advertisement and also apply it to other brands or another beauty brand which run the business mostly using social media as the main tool for branding and selling. A study comparison between the two big brands is also highly recommended. Informative SMA toward branding has the highest contribution in this study, therefore further research can explore more comparisons of different brands. Further study can add more variables to examine the causal relationship between social media advertisements towards brands or brands towards purchase decisions as well.

LEMBARAN RINGKASAN SKRIPSI

RINGKASAN

Pengaruh Iklan Media Sosial yang Interaktif, Informatif, dan Menghibur untuk Membangun Kekuatan Merek dan Dampaknya Terhadap Keputusan Pembelian Konsumen (Studi Empiris Scarlett Whitening).

1. Latar Belakang

Peran penting media sosial sebagai media komunikasi tidak hanya untuk tujuan hiburan tetapi juga sebagai sarana memperoleh informasi dan tempat bekerja. Penggunaan media sosial telah berkembang dari waktu ke waktu, dan telah menjadi platform untuk melakukan kegiatan pemasaran dan periklanan, memungkinkan bisnis untuk berinteraksi langsung dengan pelanggan mereka dengan biaya lebih rendah. Iklan media sosial adalah cabang pemasaran digital yang menggunakan kampanye iklan berbayar pada platform media sosial tertentu untuk menjangkau pengguna target. Scarlett Whitening adalah merek baru yang memanfaatkan media sosial untuk berhasil menyampaikan iklan kepada audiens targetnya. Strategi ini telah menghasilkan merek mencapai pangsa pasar 57% dan keberhasilan Scarlett Whitening dalam memasarkan produknya dapat dikaitkan dengan strategi branding yang efektif, yang menciptakan kesadaran merek yang positif dan citra merek yang kuat dalam ingatan konsumen dan mempengaruhi pembelian konsumen. tindakan keputusan. Namun, merek pendatang baru dan yang sudah ada menyadari fenomena ini dan mulai menggunakan cara yang sama untuk bersaing dan memenangkan pasar. Oleh karena itu, penelitian ini berjudul “Pengaruh Iklan Media Sosial yang Interaktif, Informatif, dan Menghibur untuk Membangun Kekuatan Merek dan Dampaknya Terhadap Keputusan Pembelian Konsumen”.

2. Masalah Penelitian

1. Apakah iklan sosial media interaktif berdampak positif dalam membangun kekuatan merek?
2. Apakah iklan sosial media interaktif berdampak positif terhadap keputusan pembelian?
3. Apakah iklan sosial media informatif berdampak positif dalam membangun kekuatan merek?
4. Apakah iklan sosial media informatif berpengaruh positif terhadap keputusan pembelian?
5. Apakah iklan sosial media yang menghibur berdampak positif dalam membangun kekuatan merek?
6. Apakah iklan sosial media hiburan berdampak positif terhadap keputusan pembelian?
7. Apakah kekuatan merek mempengaruhi keputusan pembelian?

3. Tujuan Penelitian

1. Untuk mengetahui dan menganalisa pengaruh iklan sosial media interaktif terhadap kekuatan merek.
2. Untuk mengetahui dan menganalisa pengaruh iklan sosial media informatif terhadap kekuatan merek.
3. Untuk mengetahui dan menganalisa pengaruh iklan sosial media yang menghibur terhadap kekuatan merek.
4. Untuk mengetahui dan menganalisa pengaruh iklan sosial media interaktif terhadap keputusan pembelian.
5. Untuk mengetahui dan menganalisa pengaruh iklan sosial media informatif terhadap keputusan pembelian.
6. Untuk mengetahui dan menganalisa pengaruh iklan sosial media menghibur terhadap keputusan pembelian.
7. Untuk mengetahui dan menganalisa pengaruh kekuatan merek terhadap keputusan pembelian.

4. Metode Penelitian

Penelitian ini tergolong penelitian asosiatif. Hasil penelitian dapat menunjukkan beberapa teori yang dapat menjelaskan dan memperkirakan suatu hipotesis. Selain itu, penelitian ini mensurvei pengumpulan data dan perhitungan data yang akan disajikan dan diukur dengan menggunakan SmartPLS Versi 4.0.8.8 sebagai alat statistik.

Berdasarkan latar belakang penelitian, masalah penelitian, dan kerangka konseptual yang telah dijelaskan sebelumnya, maka hipotesis penelitian adalah H1: SMA Interaktif berpengaruh positif terhadap Kekuatan Merek, H2: SMA Interaktif berpengaruh positif terhadap Keputusan Pembelian, H3: SMA Informatif berpengaruh positif terhadap Kekuatan Merek, H4: SMA Informatif berpengaruh positif terhadap Keputusan Pembelian, H5: SMA yang Menghibur berpengaruh positif terhadap Kekuatan Merek, H6: SMA yang Menghibur berpengaruh positif terhadap Keputusan Pembelian, dan H7: Kekuatan Merek berpengaruh terhadap Keputusan Pembelian.

5. Hasil dan Pembahasan

Hasil penelitian ini menunjukkan bahwa H1, H3, H4, H5, H6, dan H7 diterima, artinya ada hubungan positif antar variabel dan menggambarkan hubungan yang diamati antara SMA interaktif dan kekuatan merek, SMA informatif dan kekuatan merek, SMA informatif dan keputusan pembelian, daya tarik SMA terhadap kekuatan merek, daya tarik SMA terhadap keputusan pembelian dan kekuatan merek terhadap keputusan pembelian juga berpengaruh signifikan. Sedangkan H2 ditolak yang menjelaskan tidak ada hubungan yang signifikan antara SMA interaktif dengan keputusan pembelian.

6. Kesimpulan dan Saran

Berdasarkan tujuan penelitian yaitu menganalisis pengaruh iklan media sosial yang interaktif, informatif, dan menghibur untuk membangun kekuatan merek dan dampaknya terhadap keputusan pembelian konsumen perawatan kulit dan tubuh

Scarlett Whitening di Indonesia. Hipotesis diuji dan disimpulkan seperti yang dinyatakan di bawah ini:

1. Hasil analisis menunjukkan adanya pengaruh hubungan yang signifikan antara SMA interaktif dengan kekuatan merek perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H1 terbukti. Semakin tinggi Scarlett Whitening skin and body care SMA interaktif mengarah pada kekuatan merek yang lebih tinggi.
2. Hasil analisis menunjukkan adanya pengaruh hubungan yang negatif dan tidak signifikan antara SMA interaktif dengan keputusan pembelian yang dirasakan oleh konsumen perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H2 tidak terbukti. Jika konsumen merasa SMA perawatan kulit dan tubuh Scarlett Whitening kurang interaktif maka tidak akan mempengaruhi peningkatan keputusan pembelian.
3. Hasil analisis menunjukkan adanya pengaruh hubungan yang signifikan antara SMA informatif dengan kekuatan merek perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H3 terbukti. Perawatan kulit dan tubuh Scarlett Whitening yang lebih tinggi dari SMA yang informatif menghasilkan kekuatan merek yang lebih tinggi.
4. Hasil analisis menunjukkan ada pengaruh yang signifikan antara SMA Informatif dengan Keputusan Pembelian Scarlett Whitening Skin and Body Care di Indonesia, dengan demikian H4 terbukti. Semakin tinggi Scarlett Whitening skin and body care dari SMA informatif mengarah pada keputusan pembelian yang lebih tinggi.
5. Hasil analisis menunjukkan adanya pengaruh hubungan yang signifikan antara entertaining SMA dengan kekuatan merek perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H5 terbukti. Perawatan kulit dan tubuh Scarlett Whitening yang lebih tinggi dari SMA yang menghibur mengarah pada kekuatan merek yang lebih tinggi.
6. Hasil analisis menunjukkan ada pengaruh yang signifikan antara SMA hiburan dengan keputusan pembelian perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H₆ terbukti. Perawatan kulit dan tubuh Scarlett

Whitening yang lebih tinggi dari SMA yang menghibur mengarah pada keputusan pembelian yang lebih tinggi.

7. Hasil analisis menunjukkan adanya pengaruh hubungan yang signifikan antara kekuatan merek dengan keputusan pembelian perawatan kulit dan tubuh Scarlett Whitening di Indonesia, dengan demikian H_7 terbukti. Kekuatan merek yang lebih tinggi dari perawatan kulit dan tubuh Scarlett Whitening mengarah pada keputusan pembelian yang lebih tinggi.

Berdasarkan analisis data penelitian, pembahasan, dan kesimpulan, maka rekomendasi yang diberikan adalah sebagai berikut:

1. Konsumen akan cenderung memilih produk atau merek dengan nilai penawaran yang tinggi dari merek tersebut yang mengacu tidak hanya pada produk itu sendiri tetapi juga pada bagaimana suatu merek mendekati konsumen dengan memberikan informasi, pelayanan, kepuasan dan akhirnya memenuhi kebutuhan konsumen. Karena SMA interaktif memiliki statistik t terendah terhadap keputusan pembelian, Scarlett Whitening perlu meningkatkan interaktivitas di media sosial untuk mencapai lebih banyak keterlibatan dan umpan balik positif tidak hanya untuk tujuan branding tetapi juga tujuan penjualan dengan memberikan lebih banyak alat atau konten interaktivitas pada iklan media sosial (misalnya memanfaatkan kolom komentar atau jajak pendapat untuk menjaring audiens agar terlibat dengan konten iklan itu sendiri sehingga konsumen merasa terlibat, terbuju dengan cara tidak langsung, dan akhirnya memutuskan menjadi bagian dari konsumen).
2. Korelasi yang tinggi antara kekuatan merek dan keputusan pembelian jelas membuktikan keberhasilan Scarlett Whitening di pasar perawatan kulit dan tubuh. Memiliki rencana pemasaran yang berkelanjutan (mis. Konten hack perawatan kulit atau konten informasi tips dan trik, tutorial, dan pendidikan kecantikan) dan pengembangan produk sangat dianjurkan karena dari tahun ke tahun banyak merek pendatang baru yang menawarkan cara serupa dan bahkan lebih kreatif untuk mempromosikan merek tersebut.
3. Keterbatasan penelitian ditujukan pada jumlah sampel yang lebih kecil dibandingkan pengguna aktif media sosial di Indonesia, geografis dan literasi.

Beberapa dukungan teoritis telah memberikan garis terbatas untuk mengeksplorasi studi ini.

4. Dalam penelitian selanjutnya, mungkin untuk menambahkan lebih banyak variabel mengenai iklan media sosial dan juga menerapkannya pada merek lain atau merek kecantikan lain yang menjalankan bisnis sebagian besar menggunakan media sosial sebagai alat utama untuk branding dan penjualan. Perbandingan studi antara dua merek besar juga sangat dianjurkan. SMA yang informatif terhadap branding memiliki kontribusi tertinggi dalam penelitian ini, oleh karena itu penelitian selanjutnya dapat lebih mengeksplorasi perbandingan merek yang berbeda. Studi lebih lanjut dapat menambahkan lebih banyak variabel untuk menguji hubungan sebab akibat antara iklan media sosial terhadap merek atau merek terhadap keputusan pembelian.

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CHAPTER I INTRODUCTION

1.1 Background

Social media is a primary need for society nowadays, not only used as a purpose of entertainment but the utility has developed into a communication medium to get information easily and as a place to work. Social media are applications or websites that allow users to interreact, create and share content on social networks. Social media users usually access it through mobile devices or web-based applications on desktops. Social media are classified into some classifications such as Virtual Communities, Blog Sites, and Social Networks. Virtual communities are web basic media created by individuals or groups who have the same interests and topics of discussion. Usually, this media is created to share content and discuss specific content. Similar to Virtual communities, blog sites are also web basis on which creators can create, share and interact with the audience and mostly share educational content while Social Networks are a form of internet service that is an online community for people who have similar activities, interests in specific fields, or similar backgrounds. Social networking is a type of social media where users can create personal profiles, share content and interact with other users.

Social media user increases as significantly as the evolution of the internet that has gone through some phase. Social media is increasingly being used as a platform to carry out marketing and advertising activities. The use of social media is developing, not only as a medium for interacting, seeking information, and following news but also for expanding business networks. Social media has recently gained intensive fame as a highly impactful communication channel in this modern age of the digital era. It has been laid on a pedestal in various streams to facilitate participatory interactions between businesses, groups, communities, organizations, consumers, communities, forums, and the like. As social network services become more pervasive, social media is proved as an attractive tool for increasing advertising effectiveness.

According to We Are Social data, at the beginning of 2019, shows that social media users in Indonesia reached 150 million people. It means around 57 percent

of the entire population of Indonesia has used social media out of a total population of 270 million, and the millennial generation dominates social media users in Indonesia by 66 percent which means, out of 150 million social media users in Indonesia, 99 million people are millennials hence is a perfect opportunity for the business especially new comer business to take the initial step to introduce the brand into the audience. Due to the revolutionary influence, social media has become the focus of marketing communication and is on the top of the agenda for business decision-makers today. It has enabled businesses to interact with their customers directly and timely at a lower cost (Kaplan and Haenlein, 2010). The social media platform can be used to conduct social media advertising.

Social Media Advertising is a branch of digital marketing that paid advertising campaigns on specific social media platforms to reach target users depending on their demographics, location, interests, and even psychographic and behavioural interests to introduce brands, engage, and sell. Social media advertising shows specific advertisement content that provide attractive information about the brand proposed to affect the audience to be aware and recognize that the brand has the uniqueness compare to another brand. Seeing an opportunity, Scarlett Whitening took advantage of social media to deliver the advertisement massively since the target market are the social media user, the advertising activity is going effectively. Besides, Scarlett uses the unique advertising strategy such as interactive and attractive advertisement content which enable the audience enjoy the content that consist important information. Also, the variety content provided to make audience feel entertain every time the ads is watched. Other than that, Scarlett bravely implements the opposite of the most way that used by another competitor. Scarlett did the approach directly to the target by endorsing not only celebrity but also people who has potential to influence other people. This strategy gives Scarlett the opportunity to give the trial product to people and the product review will be the main purpose. This way has brought Scarlett to the succeed to introduce the product to the market. The effect of the Scarlett's branding is seen from the achievement.



Figure 1.1 Dominator Brand for Body Care
Source: Kompas Quick Report 2021

According to Kompas Quick Report, in early 2021 Scarlett Whitening is firmly at the top of sales with a 57% market share. In second place is Vaseline, which is quite far behind by 15%, followed by Lifebuoy at 8%. It is interesting to note that Scarlett as a local brand that has only established in 2017, is able to beat its competitors who are actually international brands with total sales reached more than IDR 7 billion in less than 2 weeks. Even though Scarlett is still relatively new brand but included in the top 10 best-selling based on the number of products sold.

Scarlett Whitening's success in marketing the products cannot be separated from the strategy of building a brand so that in a fairly short period of time can introduce the products to the market and at the same time build a brand that will have a positive influence on public acceptance and purchase decisions. In the middle of strict competitors that also use social media as a medium to conduct the marketing Scarlett still won the game because of the way to build the brand. Some of the marketing tools that can be used to create a brand image are the product itself, packaging/label, brand name, logo, colours used, point of purchase promotion, retailer, advertising, and all other types of promotions, price, brand owner, country of origin, even target market and product users. The purpose of branding or building a brand's strength is to create and communicate effectively different brands from competitors, where consumers have positive brand awareness and brand image. After being able to build a good brand image and having strong characteristics, a brand can influence potential consumers to make a purchase. Even though Scarlett

uses different way than the most brand used, Scarlett still holds on the branding process and rules to achieve branding purpose. Otherwise, Scarlett has received good result as the bravely strategy to be totally different than the other so that create the brand awareness and indirectly influence the process of product purchase decision.

The purchase decision is a process where consumers have decided to purchase a particular product after going through several considerations. Decision-making itself is a process that consists of several stages, namely: recognition, information search, evaluation of alternatives before purchase, purchase, consumption, and evaluation of alternatives after purchase (Engel, et. al., 2006). At the introduction stage, a brand must give a good impression of the product brand such as interesting content that may attract consumer intention then affect the initial consumer's decision process. In addition, the range to introduce the product must be wide. For that reason, Scarlett Whitening uses social media advertising to maximize this introduction stage by endorsing influencers or celebrities. Besides to promote the product to audience in social media, this method allows the initial consumer to experience Scarlet Whitening's product directly. Obviously, Scarlett Whitening has the official advertisement on their official social media account as well, which contain beauty and care education. In general, social media advertising contains interesting and informative content so that potential buyers can identify the product and get information about the product easily. At the evaluation stage, product comparisons are also influenced by how many good reviews, trusted viewers, and the needs of potential buyers. According to Kotler and Armstrong (2008: 181) in the evaluation stage, consumers rank brands and form purchase intentions. The consumer purchasing decision is to buy the most preferred brand, but the two factors can be different between purchase intention and purchase decision. The first factor is other people's attitudes. Desire in purchasing can be influenced by factors that are closest to or by people who have been trusted or have important meaning for the buyer then the opportunity for the buyer to follow the desires. The second factor is the situational factor which was not anticipated. Consumers may perform purchase intentions based on factors such as income, price, and product benefits

which are expected. Seeing the factors that influence purchase decisions affected not only by the product benefit but also by people's attitude and trusted brand, this study examines The Effect of Interactive, Informative, and Entertaining Social Media Advertisements to Build Brand Strength and Its Impact on Consumers' Purchase Decisions.

1.2 Research Problem

1.2.1 Problem Statement

Based on the explanation above, the phenomenon of social media is a very interesting scope to examine because the effect of social media is proved to make people activity nowadays easier specially to support marketing activity in digital era. However, marketing activity on social media actually facing the problematics because everyone realized that social media marketing is one of good strategy to increase sales. It means there are so many competitors in the market that actually uses social media as a place to conduct marketing activity but this research focuses on the effect of interactive, informative and entertaining social media advertisement as a tool to build brand strength and its impact on consumer purchase decision; empirical study on Scarlett Whitening.

1.2.2 Research Question

Based on the problem above, the problem can be formulated as follows:

1. Does interactive SMA have a positive impact on building brand strength?
2. Does interactive SMA have a positive impact on purchase decision?
3. Does informative SMA have a positive impact on building brand strength?
4. Does informative SMA have a positive impact on purchase decision?
5. Does entertaining SMA have a positive impact on building brand strength?
6. Does entertaining SMA have a positive impact on purchase decision?
7. Does brand strength affect purchase decision?

1.3 Research Purposes

Based on the problem above, the research objective are as follows:

1. To determine and analyse the impact of interactive advertisement toward brand strength.

2. To determine and analyse the impact of informative SMA toward brand strength.
3. To determine and analyse the impact of entertaining SMA toward brand strength.
4. To determine and analyse the impact of interactive SMA toward purchase decision.
5. To determine and analyse the impact of informative SMA toward purchase decision.
6. To determine and analyse the impact of entertaining SMA toward purchase decision.
7. To determine and analyse the effect of brand strength towards purchase decision.

1.4 Research Contribution

The result is expected to give contributions theoretical and practical as follows:

1. Theoretical Contribution

This study is expected to provide knowledge related to The Effect of Interactive, Informative, and Entertaining Social Media Advertising to Build Brand Strength and Its Impact on Purchase Decisions.

2. Practical Contribution

This study is expected to provide information about how the development of social media nowadays and able be used as a reference for the business decision-maker.

1.5 Research Contextual Overview

Scarlett Whitening is a local beauty care product company owned by Felicya Angelista was just founded in 2017. Scarlett Whitening is produced by PT. Motto of the Eternal Banyan, Bogor, Indonesia. All Scarlett Whitening has been tested by the Drug Administration and Food of the Republic of Indonesia (BPOMRI). Scarlett Whitening offers a wide range of products and is divided into three categories, there are body care products, facial care, and hair care. Scarlett Whitening has a focus on product range treatment to brighten and whiten the skin of the body and face because it contains Glutathione and Vitamin E which are very good for making skin brighter and healthier. Although it is a relatively new brand,

Scarlett Whitening has managed to become one of the brands with the most sales and dominate the online market during 2021.

According to most reviewers on social media, Scarlett Whitening products are proved effective to make skin brighter and healthier especially for body care products this is because the products are formulated for Indonesians' skin. Besides having a good quality, Scarlett Whitening products are sold at affordable prices so that people are able to afford them. Scarlet Whitening is available for resellers not only to sell the product directly to consumer. The products are officially sold at Rp 75.000,00 per item at Scarlett Whitening's official web or marketplaces but people can still get the cheaper price from resellers. This means, Scarlett Whitening focused the marketing on the reseller and open the opportunity for people who loves the products to be not only the consumer but also the partner.

Scarlett was providing not only informative advertisement content about the product but also interactive and entertaining advertisement content by letting the audience participate to do the part. Scarlett collaborates with not only celebrity but also new comer influencer such as a person who have enough follower on social media and have potential to influence the audience. Furthermore, Scarlett provides entertaining advertisement content on Scarlett's official Instagram account with dominant colour and authentic typography which describes the happy mood and also provide the product information officially in order to give validates to the audience who need the trusted product information. Indirectly, this way creates awareness towards the audience that Scarlett has so many kinds of content that proved the product is worth to try. After be able to get public acceptance and having a strong brand, Scarlett Whitening can up sale the product significantly. Not only Scarlett whitening, these days the other brands has realized that the use of social media for marketing is proved effective and the market became more competitive. Each brand even collaborated with influencers, celebrities, public figures in order to gain more engagement in social media. This study is expected to help the brands to develop the business using social media also become a reference for marketing strategist in order to maximize the social media engagement thereby increasing readers knowledge about social media advertisements effect.



Figure 1.2 Scarlett Whitening Product

Source: www.google.com/scarlettwhiteningproduct

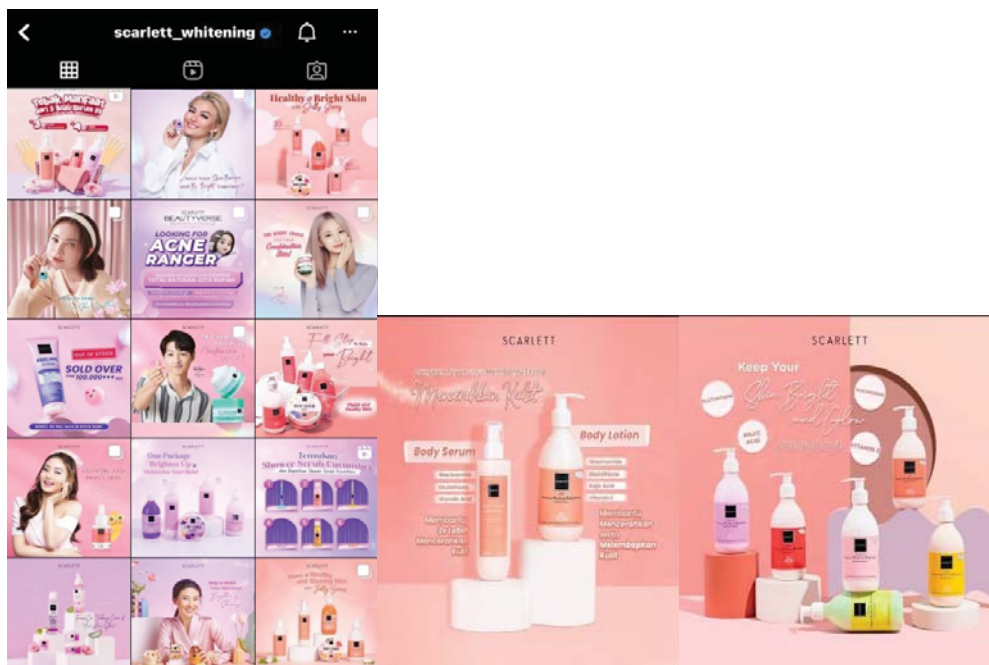


Figure 1.3 Scarlett Whitening Instagram advertisement

Source: https://instagram.com/scarlett_whitening